Pitch e One-Sheet Paper

Pitch

- O pitch é uma breve apresentação de poucos minutos na qual se promove as principais características do produto, destaca-se os diferenciais e dá uma boa noção ao cliente/investidor de como este produto será visto/ consumido pelo usuário.

- A apresentação precisa atrair a atenção dos espectadores presentes e passar sua mensagem de maneira concisa mas muito clara.

Dicas

Conheça bem o público antes de preparar a apresentação;

Atente para o ambiente onde ocorrerá o pitch;

Esteja preparado: Pratique, tenha backup, leve a documentação necessária, demos (se tiver), cartão de visitas etc.

Tenha foco, seja conciso;

Conheça bem seu projeto;

One Sheet Paper

O one-sheet é um documento que contem uma visão geral do seu jogo. O documento deve ser interessante, informativo e direto.

1. Título do jogo;
2. Plataforma (console, browser, etc.);
3. Público-alvo;
4. Resumo da história do jogo (se houver) com descrição resumida da mecânica do jogo (com ilustrações);
5. Diferenciais do projeto (para o consumidor);
6. Principais concorrentes.

A Compelling Story, A mystery that unfolds thru cinematic and puppet story sequences

Excitement! Fun! Heroic!

MAXIMO VS The ARMY of ZIN

A Single Player Combat / Action Game!

The Sequel to **Maximo: Ghosts to Glory**

TEEN (Violence) Rated

The Second Saga Begins…

Eight months have passed since Ghosts to Glory and Maximo and Grim have searched in vain for Sophia… Their search is suddenly interrupted when they encounter a maiden menaced by a strange "clockwork" monster…

Maximo's appearance reflects his status!

MAXIMO:

- **More Heroic** - Maximo has to save others not just his own skin!
- **More attack moves**! Cool Combat Motions & combos, simple to command!
- **Get Stronger!** - Build up your character with the new experience system to gain effective and powerful abilities, armor and new weapons!
- **Responsive movement and combat feel** - Satisfying to play controls
- **Customize your character** with unique boxers and abilities!

Maximo's character image:

- He's Brave, Heroic and Impulsive!
- He's a man of action! Physical in nature.
- Will always do the right thing even if it's to his disadvantage.

Maximo's telling character traits:

- He is always holding a sword
- He fights even in his underwear
- He has Death as a companion

THE ARMY OF ZIN

Unique, marketable and Very Cool

- **Created by** the famous artist **Susumu Matsushita**
- **Enemy Variety** - Different size, shape, movement and method of attack and defeat.

FUN TO PLAY AND EASY TO GET INTO!

The Zín Legend….

500 years ago the Army of Zin attacked! The forces of man rallied and in a great and terrible battle the Zin were defeated and placed in the Great Vault. There they tick away the centuries waiting to freed so they can march once more.

Collect Death Coins to play as DEATH!

Grim finally shows his true nature as the reaper, an invulnerable and unstoppable floating force!!

Innocent and not so innocent characters for Maximo to interact with and rescue!

Keep collecting Koins to buy unique items!

Unexpected game play situations, enemies and story twists!

Jump over obstacles and beat the crap out of stuff with style!

The Besieged village:
This once peaceful village is bombarded into ruin by the army of Zin. Maximo must search out the mysterious Gearmaster who lives in the dark forest.

Cool dark atmospheric stylized creepy environments!

The Haunted Forest:
Maximo must brave the horrors of the haunted forest where even the trees don't want him to leave alive. Maximo learns about the Zin from Tinker, the cute and intelligent Gearmaster, before being abducted by Lord Bane.

Hazardous obstacle courses and physical puzzles!

The Crystal Mountains:
Maximo will have to cross teetering bridges and crumbling paths to reach Castle Hawkmoor and the great Vault. Maximo duels with his old rival, the Baron, to gain access to the Great vault.

Active environments that move and change as you smash stuff!

The Dead Sea:
The Dead Sea has been sucked dry by the Zin Fortress and the mysteries of the deep uncovered. Maximo must battle his his way to the Soul crusher.

The Zin Fortress:
Maximo must survive the grinding gears to rescue Tinker, destroy the soul crusher and the soul stones that power the Army of Zin.

fonte: http://scriptingisfun.com/blog/wp-content/uploads/2014/01/onePage_0002-e1390426657471.jpg